



2023 ANNUAL CAMPAIGN MESSAGING



TYPE	DESCRIPTION	MESSAGING
CAMPAIGN NAME	This is the theme and direction all messaging will follow.	Here For Good.
TAGLINE	This is the place to brand the campaign year and title.	Annual Campaign 2023 (This is to be used anywhere the campaign logo without the Annual Campaign words is used. Here for Good. Here for You. Here for All.
MISSION OF CAMPAIGN	Compel action and tell our impact story.	Reach our goal of \$1,000,000 to make it possible to keep our promise of making YMCA programs and services available to all.
CAMPAIGN TONE & VOICE	What we want to convey.	Confident. Approachable. A solution. Unwavering. Trustworthy. Impactful.
CAMPAIGN NARRATIVE	Communicates the campaign and organization's purpose.	<p>The Y is here for good.</p> <ul style="list-style-type: none"> ○ Good for you. We are the place to be healthy and make meaningful connections. Our fitness facilities provide a place to build and foster friendships, reclaim healthy habits, overcome challenges, set new goals, and become the best version of yourself. ○ Good for kids. We are a positive place for kids to discover who they are and what they can achieve. We are a place where they can learn, grow, play and succeed, all while being cared for by positive role models in a safe environment. ○ Good for our communities. Our purpose is to strengthen communities. Through the Y's services and programs, our communities can find resources to thrive. We have the presence to deliver positive change. ○ Good for all. Our programs are open to everyone. No matter a person's circumstances, background, age, race, economic status, income, abilities, etc.; they are welcome.

CALL TO ACTION	How we are asking for donations and support.	Give Good. Donate Today! How will you grow the good?
DONATION LEVELS	Pre-marketed levels to create action.	<ul style="list-style-type: none"> • \$10,000 will provide up to four students a one-year scholarship to our YMCA Afterschool & Enrichment program. YMCA childcare helps working parents and focuses on skill-building and healthy habits to create lasting positive behaviors, peer relationships, and instill a love of learning. • \$4,600 supports 34 adults with disabilities to attend the New Horizons Program and learn social skills, be out in the community with their peers, and receive the care and support of our staff. • \$825 provides 15 seniors 2 months of balance and mobility class. Belonging to the Y helps seniors keep active, prevent illness, and stay connected with others. • \$680 will allow a child to make friends, learn new skills, and develop self-confidence during a week of overnight camp. • \$500 gives 5 preschoolers six weeks of sports classes. Participation in sports allows kids to make lasting friendships, develop communication skills, feel a sense of community and learn to respect their teammates and coaches. • \$300 provides 4-6 weeks of swim lessons to 3 youth. Lessons are important because drowning is the second leading cause of accidental death for children in the United States. • \$145 provides one week of Youth Science Camp. Camp scholarships give children in need a chance to unplug, get outside, and build skills and friendships that last a lifetime. • \$37 sponsors 1 teen for 1 month of Y membership and teen programming. Too many teens are not graduating high school. It is essential teens get the support they need to stay on track and make smart choices. • Other: You choose your good! Any amount you give will help our community and those who live in it.
TESTIMONIALS	First-person testimonies to the impact of the Y. These are supporting statements and	<p>“Having our child attend the YMCA has been the best decision we have made for our child since he was in kindergarten. The YMCA has been a place where I know my child is in a safe environment. I am very grateful for all the leaders and the director. My child has an amazing attitude and great friends because of the great influence the YMCA has provided.” – YMCA Child & Youth Development Family</p>

	<p>examples to validate your ask.</p> <p>Staff can use their own branch/site testimonies as well.</p>	<p>“Going to the local YMCA has made a real difference in my attitude and general outlook. As a T12 paraplegic, I lost my motivation to work out during the coronavirus pandemic, before discovering that the YMCA was still open. The gym was doing outside activities at the time. I jumped right in and even started personal training. I have improved my overall health, gained core strength, and regained my confidence. It’s honestly been life-changing.” – YMCA Fitness Member</p>
<p>BODY COPY</p>	<p>This is supporting content to be used as needed.</p> <p>These statements are facts to establish the impact of the Y.</p>	<p>Putting Good to Work!</p> <p>Good is when the Y makes it possible for...</p> <p>A single parent to work and know their child is safe at one of our Afterschool Programs.</p> <p>Adults with Special Needs to travel with friends and explore new adventures through our New Horizons Programs.</p> <p>A fitness member to lose enough weight to stop taking heart medication.</p> <p>A child without a home to spend a week at overnight camp making new friends and happy memories.</p> <p>A student who is struggling to make friends, to find someone that welcomes them with open arms.</p> <p>A parent to bond with their child through outings, events, community service projects, and more through the Adventure or Family Guides program.</p>
<p>CONTACT INFORMATION</p>	<p>These are the methods a donor can donate or acquire more information.</p>	<ul style="list-style-type: none"> • Give in Person (At the branch or Site location) • Give by Phone (Number for specific locations) • Give Online (www.ymcaoc.org/givegood) • Give by Mail (Mail to AO or Home location) • Give by Cryptocurrency (available on our donation website) • Scan QR Code (Code takes you directly to the donation page.)